



A mHealth policy vision

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Alin Stanescu, Government Affairs Europe



Agenda

- ▶ About Qualcomm
- ▶ Trends
- ▶ mHealth & Wireless Connectivity
- ▶ The Cloud Paradigm
- ▶ Recommendations



Fortune 500 Company

25+ years of driving the evolution of wireless

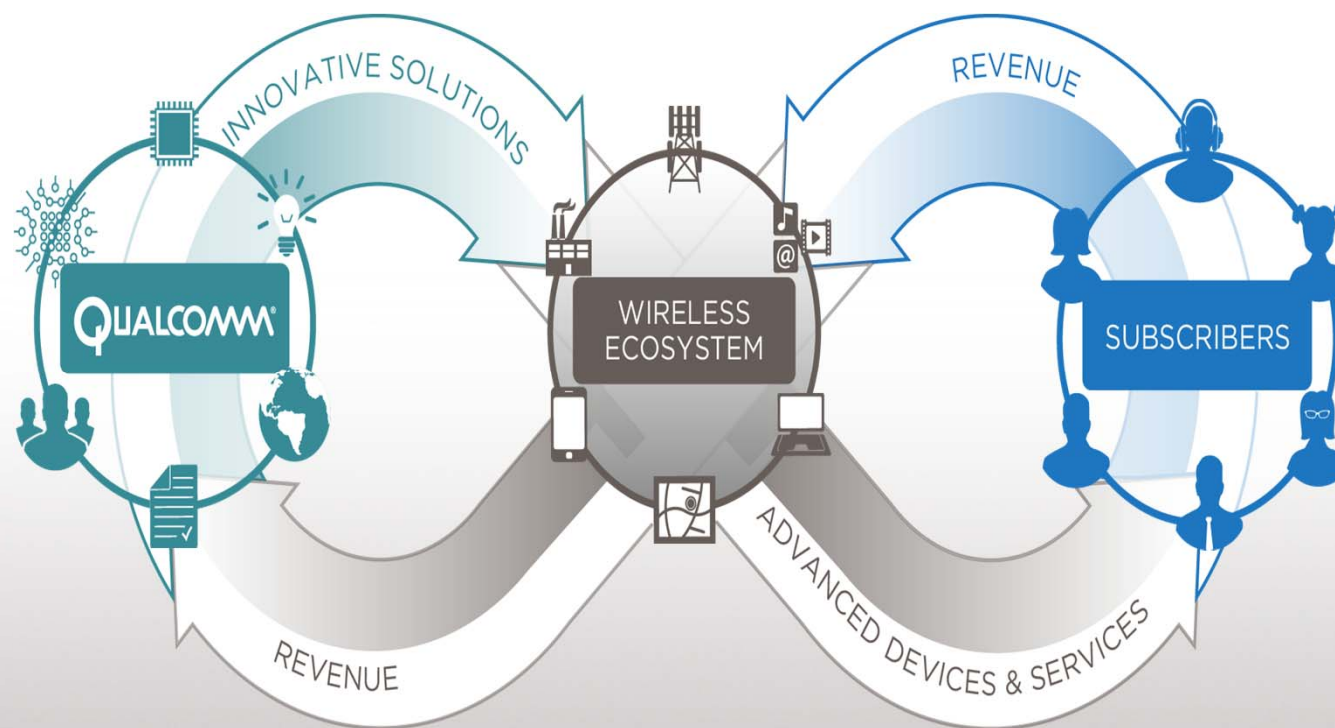
Making wireless more personal, affordable and accessible to people everywhere

World's largest fabless semiconductor company,
#1 in wireless



Qualcomm's Unique Business Model

A Technology Enabler for the Entire Mobile Value Chain



\$100 MILLION TO ACCELERATE WIRELESS HEALTH



STANDARD
& POOR'S







The Biggest Platform in the History of Mankind

Approximately 1.6B New 3G Connections to be Added by 2016



~1.8B

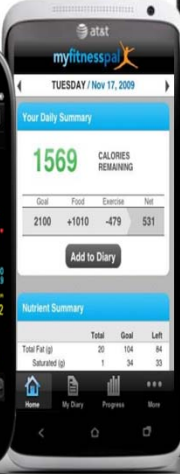
3G Connections
NOW

~6.3B

Wireless
Connections
Worldwide

~3.4B

3G Connections
BY 2016



56%

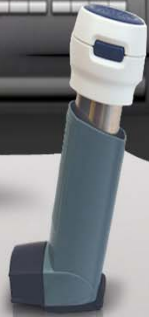
Consumers

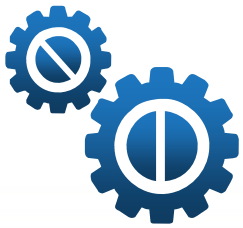


88%

Physicians







Interoperability



Wireless
connectivity



Computing
power



Battery
Life



Security

Reasons for Cloud based Health

Smartphones will surpass the PC as a cloud connected device in 2014*

- Data integration
- Maintenance
- Updates
- Network Effect
- Business Models
- IP Protection
- Open API's

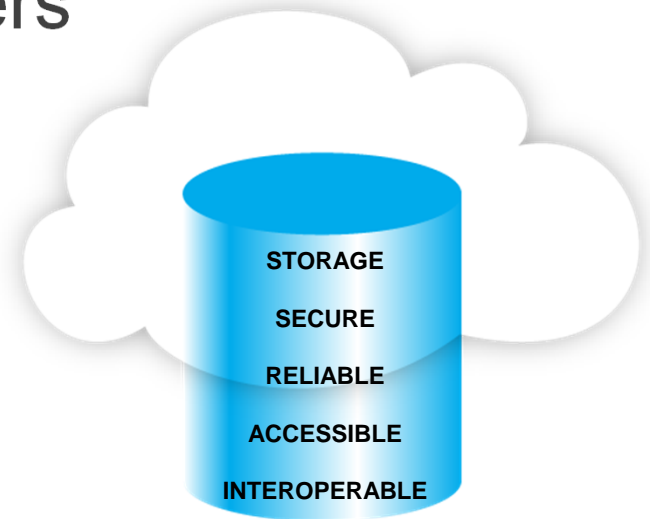


Source: <http://www.pocket-lint.com/news/47451/qualcomm-cloud-smartphone-2013>

Cloud Benefits in Healthcare

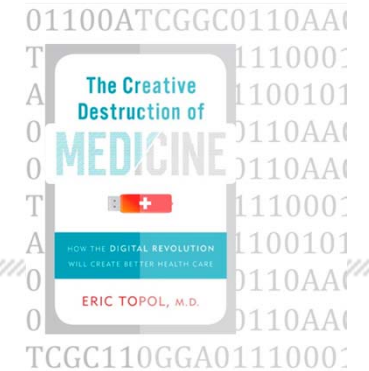
Near instantaneous access to unlimited data.

- ↓ costs (infrastructure, labor, TCO)
- ↑ information exchange (time, location)
- Track treatment across providers
- Aggregate data for studies
- Direct data access for apps
- Reduce duplicative testing
- True portability



Source: Kaweah Delta, Jay Fahrni, 2010

Policy recommendations



Always connected

- Connected devices & services for mHealth
- Inc. EHR, prescriptions, re-imburement functions
- Integation w. telecare/monitoring functions

Compliance

- Security, data protection & e-Identification standards
- Placement on the market
- National re-imburement practices

EU R&D funding & PPP projects

- Use potential of upcoming EIPs for eHealth
- Show-case new business models and eco-systems